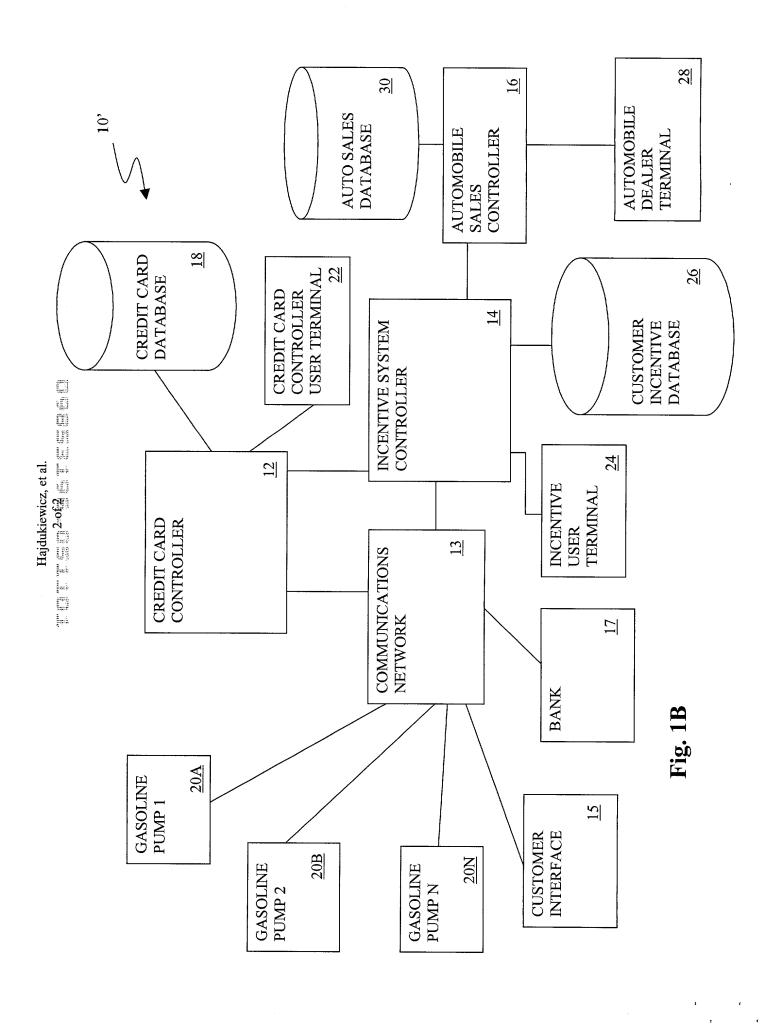
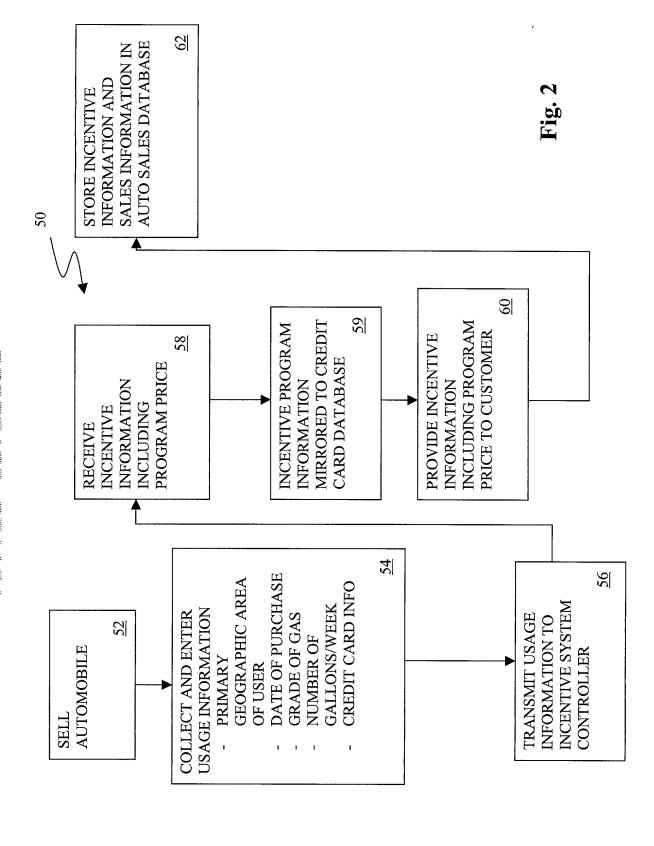
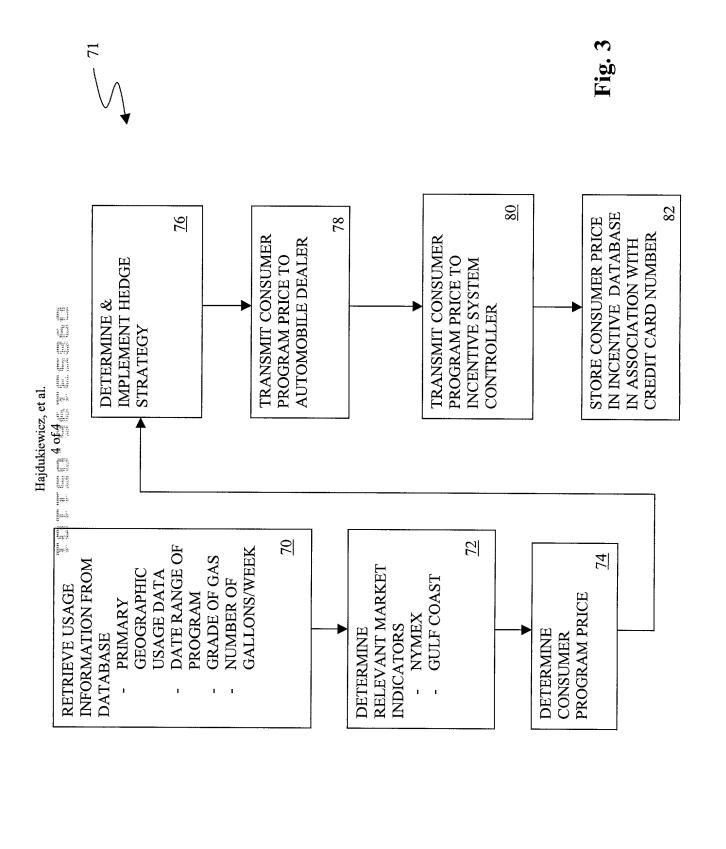
28 16 30 AUTOMOBILE 10 **AUTO SALES** DATABASE AUTOMOBILE CONTROLLER TERMINAL DEALER SALES 22 **USER TERMINAL** <u>26</u> CONTROLLER CREDIT CARD 14 INCENTIVE SYSTEM CONTROLLER CUSTOMER INCENTIVE DATABASE The state of the s 24 12 USER TERMINAL INCENTIVE CREDIT CARD DATABASE 18 CREDIT CARD CONTROLLER 20N GASOLINE PUMP N 20A 20B GASOLINE PUMP 1 GASOLINE PUMP 2

Hajdukiewicz, et al.





Hajdukiewicz, et al.



86 CREDIT CARD NUMBER CUSTOMER INCENTIVE TRANSMITTED FROM CONTROLLER TO AND PURCHASE INFORMATION CREDIT CARD CONTROLLER 90 96 TRANSMITTED TO CREDIT CREDIT CARD NUMBER The control of the co CARD CONTROLLER AND PURCHASE INFORMATION 94 GASOLINE WITH CREDIT CARD CUSTOMER PAYS FOR 92 **BRAND AND** CUSTOMER GASOLINE SELECTS STATION

Hajdukiewicz, et al.

106 INCENTIVE REBATE CUSTOMER CREDIT CARD STATEMENT APPLIED TO CUSTOMER 104 REBATE TRANSMITTED CUSTOMER INCENTIVE FROM CUSTOMER CONTROLLER TO CREDIT CARD CONTROLLER INCENTIVE 102 INCENTIVE REBATE CONTROLLER CALCULATES CUSTOMER INCENTIVE CUSTOMER 100CUSTOMER INCENTIVE RETRIEVES CUSTOMER CUSTOMER INCENTIVE INFORMATION FROM CONTROLLER INCENTIVE DATABASE

Fig. 4/

Hajdukiewicz, et al.

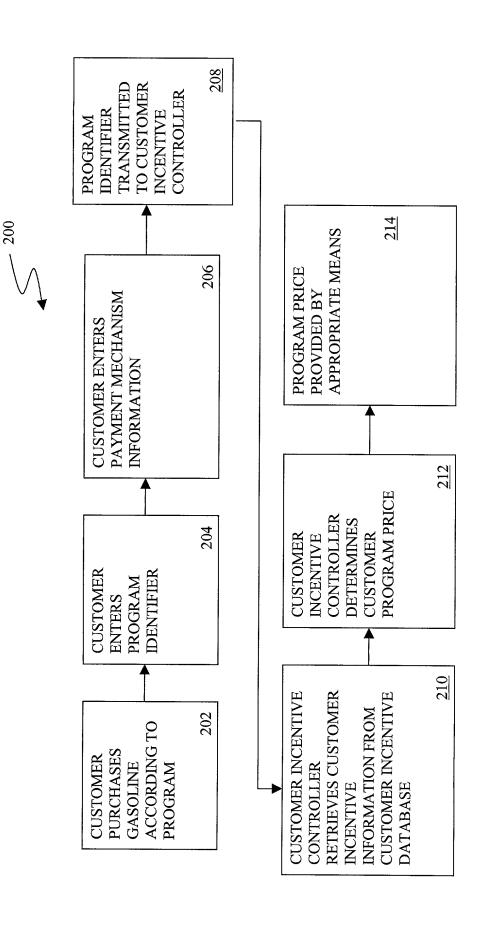


Fig. 4F

Hajdukiewicz, et al.

INFORMATION DATE RANGE DATE RANGE PURCHASE **PURCHASE PROGRAM** PROGRAM 36G DATE, DATE, DATE PROGRAM GALLONS CUSTOMER INCENTIVE DATABASE RECORD 36 MONTH 36F USED THIS 15 40 36E PRICE \$1.60 \$1.50 GALLONS/MONTH GALLONS/MONTH GAS QUANTITY 36D 100 4 90 OCTANE BRAND OCTANE BRAND A GRADE 36C GAS 68 INFORMATION CREDIT CARD 123-4567-8910 234-5678-9101 36B CUSTOMER JANE DOE 36A NAME JOHN SMITH 37A 37B

Fig. 5A

Hajdukiewicz, et al.

SPONSOR ID, FEE DATA SPONSOR ID, FEE DATA INFORMATION 36H SPONSOR DATE RANGE DATE RANGE INFORMATI PURCHASE DATE, PURCHASE PROGRAM PROGRAM CUSTOMER INCENTIVE DATABASE RECORD 36' 36G DATE, DATE ON GALLO MONT H 36F NS USED THIS 15 40 **PROGRAM** 36E PRICE \$1.50 \$1.60 QUANTITY GALLONS/ GALLONS/ 36D MONTH MONTH GAS 100 4 **BRAND A BRAND A** OCTANE OCTANE GRADE 39C GAS 68 90 123-4567-8910 IDENTIFI 234-5678-9101 **PROGRA** 36B ER Z 37B JANE DOE ER NAME CUSTOM 36A JOHN SMITH

Fig. 5B

Hajdukiewicz, et al.

\$0.15/GALLON \$0.20/GALLON 40F TAXES GASOLINE PURCHASE DATABASE RECORD 40 \$2.25/GALLON \$2.00/GALLON PUMP PRICE 40E RETAIL **GALLONS OF PURCHASED** 40D GAS 10 20 40C GRADE GAS 89 90 CREDIT CARD INFORMATION 123-4567-8910 234-5678-9101 40B JOHN SMITH CUSTOMER JANE DOE 40A NAME 41A 41B

Fig. 6

Hajdukiewicz, et al.

INFORMATION AUTOMOBILE SALES INFORMATION AUTOMOBILE SALES DATABASE RECORD 44 INCENTIVE 44D DATE INFORMATION CUSTOMER INCENTIVE & CREDIT CARD INFORMATION CUSTOMER NUMBER CUSTOMER NAME

SUV MODEL ABC, RED, 4WD, YELLOW, OPTION SPORTS SEDAN MODEL BCD, PACKAGE Z PACKAGE L OPTION PURCHASE PROGRAM LENGTH PURCHASE **PROGRAM** LENGTH DATE, DATE, TAXES/GALLON TAXES/GALLON MONTH/\$1.50+ 90 OCTANE/100 MONTH/\$1.60 + 89 OCTANE/40 GALS. PER GALS. PER 123-4567-8910 234-5678-9101 JOHN SMITH JANE DOE 45B

Fig. 7

Hajdukiewicz, et al.

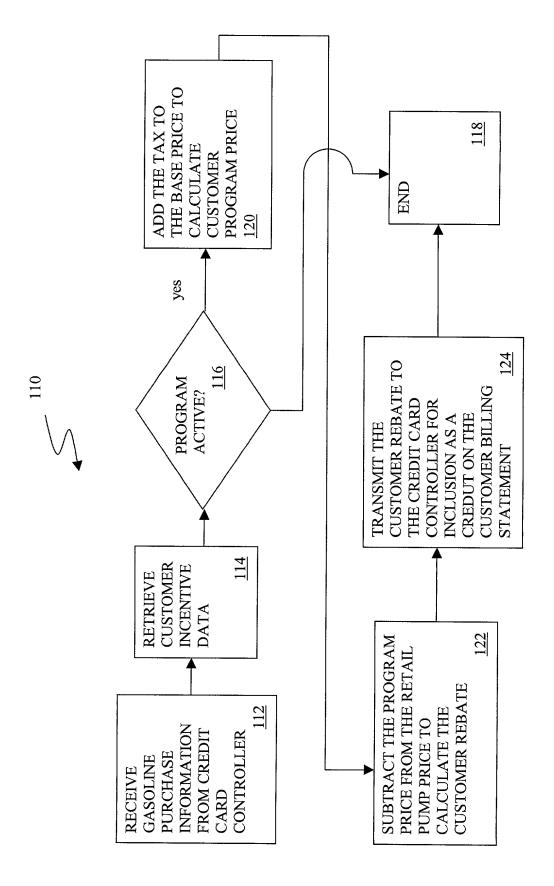


Fig. 8

Hajdukiewicz, et al.

SAMPLE CALCULATION SPREADSHEET 111

	VARIABLE	COSTOR	DESCRIPTION OF VARIABLE OR
		QUANTITY	CALCULATION
<u></u>	GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
	RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
	TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
7	TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
417	PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120,	TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122,	REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE – TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

Hajdukiewicz, et al.

RECORD 32	32E	OTHER CUSTOMER ON INFORMATION	RER A ACCOUNT INFORMATION, ETC.	RER A ACCOUNT INFORMATION, ETC.
CREDIT CARD DATABASE RECORD 32	32D	INCENTIVE PROGRAM INFORMATION	AUTOMOBILE MANUFACTURER A	AUTOMOBILE MANUFACTURER A
	32C ★	INCENTIVE PROGRAM MEMBER?	YES	YES
	32B	CUSTOMER CREDIT CARD INFORMATION	123-4567-8910	234-5678-9101
	32A	CUSTOMER NAME	JOHN	JANE DOE
			33A	33B

Fig. 10

Hajdukiewicz, et al.

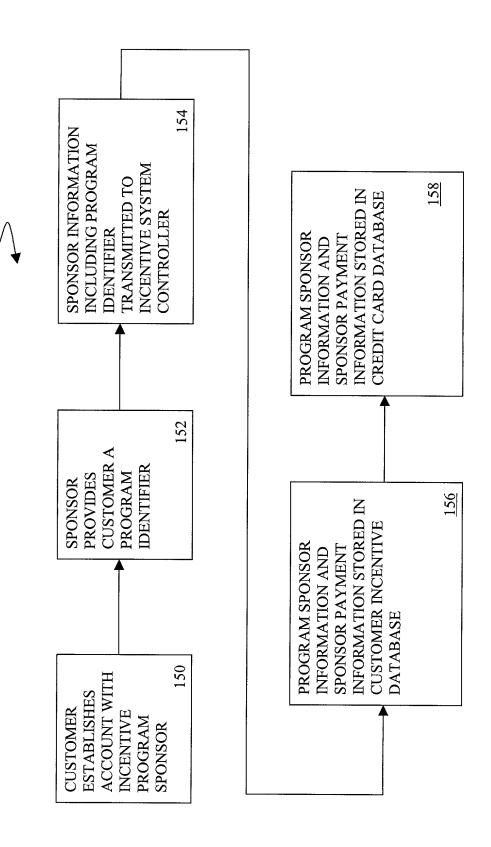


Fig. 1

Hajdukiewicz, et al.

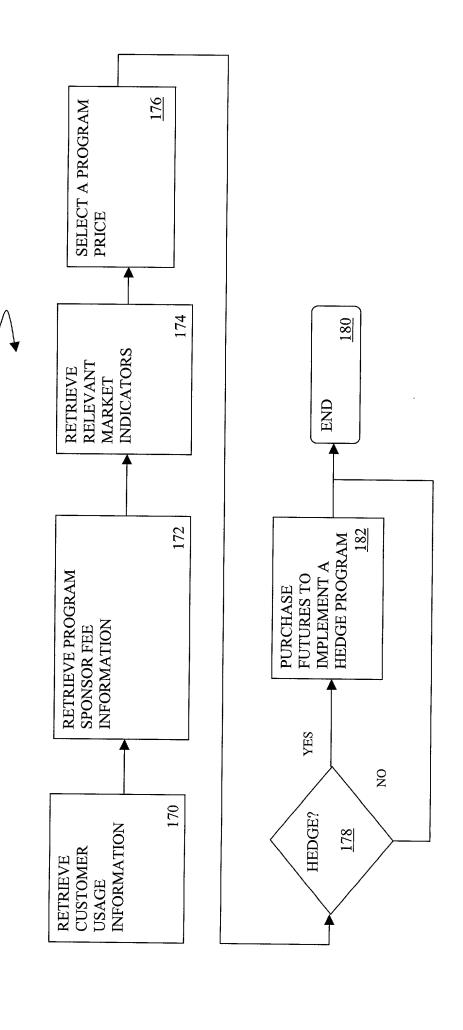


Fig. 12